

## New Park Event Proposal: Madison's Central Park Sessions

Esteemed Superintendent Briski and Parks Commissioners,

To celebrate the opening of the new Central Park property on Madison's near eastside we are proposing a series of concerts to be held on three consecutive Thursdays beginning on July 31<sup>st</sup>. This series will begin 3 weeks after the first use of the park, La Fete de Marquette, July 10-13.

Each night will have a broad theme linking the music to be heard on that evening and will benefit a non-profit with citywide scope such as Centro Hispano or the Urban League. There is a night of African music scheduled and a Latin night planned at this point. Each Thursday will begin with a local band that will play for one hour, followed by an excellent regional band ready to perform for 75 minutes. The (5 to 10pm) evening will end with a national/international band of great repute to ensure the attention needed to make the series a success. Maybe if splashy enough and enjoyable enough the "Sessions" will become a nice part of Madison's summer schedule like the Concerts on the Square, Jazz at Five and Dane Dances. The Marquette Neighborhood is home to many respected festivals and is proud to be the host neighborhood to this fine park.

Each night there will be food vendors and beer, wine and soft drinks available. Sound and staging and lighting have been reserved. Sponsors have been contacted to ensure that the series has a sound financial base. We will try to have a corporate sponsor for each evening as well as media sponsors to help spread the word. We will also submit a grant application to The Madison Arts Commission in March.

We think that the Thursdays will be great nights for the concerts because we won't compete with any ongoing events nor summer plans that takes city residents away from town.

We hope that this new event will be embraced by the whole city and win endorsement from Parks staff and the Parks Commission. I will certainly be available to answer any questions and am excited about the prospect of enjoying these three evenings with friends, neighbors and visitors from throughout the city. We have a great record of putting together responsible, fun events and see no reason why this concept won't be a huge success. And

did I mention that the American Planning Association voted the Marquette  
Neighborhood as one of the top 10 in America.

Respectfully,

Bob Queen --for the Central Park Sessions Group

PARK EVENT PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # \_\_\_\_\_ Date Submitted \_\_\_\_\_

EVENT INFORMATION

Name of Event MADISON'S CENTRAL PARK SESSIONS

Event Organizer/Sponsor BOB QUEEN

Is Organizer/Sponsor a 501(c)3 non-profit agency?  Yes  No

If Yes, provide State of Wisconsin Tax Exempt Number \_\_\_\_\_

Address 406 CLEMONS AVE

City/State/Zip MADISON, WI 53704

Primary Contact BOB QUEEN FAX \_\_\_\_\_

Work Phone 608-241-7143 Phone During Event 608-332-8628

E-mail madmax406@gmail.com

Website \_\_\_\_\_

Secondary Contact PAUL NICHOLS Phone During Event \_\_\_\_\_

Work Phone 243-8301

E-mail pdnichols@sbcglobal.net

Annual Event?  Yes  No

Charitable Event?  Yes  No

If Yes, name of charity to receive donations: TBD - PROJECT 1808 + 2 MORE

Estimated Attendance 1000 (CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification: Hours 5 PM to 10 PM 3 consecutive THURS,  Yes  No

Park Requested CENTRAL PARK  Yes  No

Shelter Reserved by Event Organizer  Yes  No

N/A

EVENT DATE(S)/SCHEDULE 7/31, 8/7, 8/14 3 consecutive THURSDAY

Date(s) of Event (including set-up and take-down) \_\_\_\_\_ Rain Date(s) N/A

Event Start Date(s)/Time(s) 4:30 PM Set-Up Date(s)/Time for Event SAME DAY 4:30

Event End Date(s)/Time(s) 7/31, 8/7, 8/14 10 PM Take-Down Time MOST THURS.

Does this require time in the park the day before your event?  Yes  No

APPLICATION SIGNATURE

The person/group named in this application will be responsible for the conduct of the group and for the condition of the reserved park area. This permit is subject to all Municipal Ordinances as defined by the City of Madison, in addition to all rules and regulations governing the City's Parks Division. The applicant agrees that during the use of the park facility, the sponsoring organization will not exclude anyone from participation in, deny anyone the benefits of, or otherwise subject anyone to discrimination because of the person's race, color, creed, national origin or handicap.

The applicant has read the Park Events Application packet. The applicant has included all of the appropriate permit applications and materials for this event.

I hereby certify to the best of my knowledge that the information and statements contained in this application are complete and true. I understand that failure to report components of this event/activity may result in the loss of deposit, revocation of permit and/or failure to secure future permits.

Signature Robert Queen Date 1/18/22



**BEER / ALCOHOL SALES PERMIT APPLICATION**

**EVENT ORGANIZER INFORMATION**

Name of Group CENTRAL PARK SESSIONS GROUP

Contact Person BOB ODFEN

Address 406 CLEMENS AVE

Work Phone 608-241-7143 Home Phone SAME

Today's Date 1/13/14

**BEER SELLING PERMIT INFORMATION**

Name of the Licensed Bartender DAVE DAY / JOHN DURAND

Security Company CITY OFF DUTY POLICE

Have you applied for the Temporary Class "B" Retailers License from the City Clerk's Office?  Yes  No  
Indicate Application Date: \_\_\_\_\_

Have you submitted the Certificate of Insurance with a liquor liability naming the City of Madison additionally insured?  Yes  No  
Indicate Application Date: WILL GET TO RISK OFFICE

**PERMIT COSTS**

Beer/Alcohol Sales Permit.....\$450 per Event

**PARK EVENT AMPLIFICATION PERMIT APPLICATION**

By Ordinance, public amplification is not allowed in City Parks except by permission from the Parks Division. Permission for amplification does not exempt a group from Madison Ordinance noise restrictions. Please be considerate of park neighbors and other park users. When notifying the alderperson and neighborhood association (if necessary) about your event, be sure to include detailed information about any plans you have for amplified sound.

**EVENT INFORMATION**

Name of Event MADISON'S CENTRAL PARK SESSIONS

Contact Person BOB QUEEN

Phone # During Event 608-332-8628

Park CENTRAL PARK

Date THURSDAYS - 7/31/8 / 8/14

**TYPE OF AMPLIFIED SOUND**

Band       DJ       Sound System       Speeches/Announcements       Karaoke  
 Other (please specify) \_\_\_\_\_

Times of Sound 5 PM to 10 PM (4-hour maximum)

**EXCERPTS FROM APPLICABLE CITY ORDINANCES**

**8.29 PUBLIC ADDRESS SYSTEMS IN PARKS.**

- (1) No public address systems or sound amplification devices shall be used in any public park within the City of Madison except as permitted by this section. The Parks Superintendent may issue permits in accordance with this section. A permit shall not exempt the holder from the provisions of Sec. 24.08.
- (3) The Superintendent may limit the hours of operation and the location within the park of any such system or equipment so as to insure the benefit of such system or equipment to the group seeking its use and to minimize any unreasonable interference with the peace and enjoyment of other users of the park and those adjacent to such park.
- (5) The Police Department is authorized to require the discontinuance of any such system or equipment operating outside the prescribed hours or location.

**24.08 NOISE REGULATION**

(2) In the following zoning districts established under Chapter 28 of the Madison General Ordinances, the noise emitted from any source and measured at any point within any distance beyond fifty (50) feet of the property or public right-of-way where the noise is produced or beyond fifty (50) feet from the noise source when such exists on public property shall not exceed the amounts indicated in the following table:

SOUND PRESSURE LEVEL

R1, R2, R3, R4, R4A, R4L, Agriculture  
 Conservancy, Office Residence  
 7:00 p.m. to 7:00 a.m.—70 dBA  
 7:00 a.m. to 7:00 p.m.—75 dBA  
 R5, R6  
 All times—75 dBA - TBD

**PARK EVENT TEMPORARY STRUCTURE PERMIT APPLICATION**

**EVENT ORGANIZER INFORMATION**

Name of Group CENTRAL PARK SESSIONS GROUP

Contact Person BOB QUEEN

Address 406 CLEMONS AVE

Work Phone 608-241-7143 Home Phone SOME

**EVENT INFORMATION**

Event Name MADISON'S CENTRAL PARK SESSIONS

Park Requested CENTRAL PARK Event Date 7/31; 8/7; 8/14

Number of People ± 1500

**TEMPORARY STRUCTURE INFORMATION**

➤ What type of temporary structure do you plan to have? How many?

MAYBE  Tent  Dunk Tank  Staging  
 Inflatable  Trailer  Other (please specify)\_

➤ Size and/or Dimension STAGE 32' x 20'

➤ Time duration this structure will be in the park 8 HOURS APPROXIMATELY

➤ Diggers Hotline Ticket Number WILL PROVIDE 1 MONTH BEFORE  
(Please note: Diggers Hotline phone number is 1-800-242-8511. The ticket number must be received in the Park Office at least 5 days prior to the event. You may call (608) 266-4711 or fax (608) 287-1162 the ticket number to the Parks Office.)

➤ Location of the structure in the park. You must attach a park map. Park maps can be downloaded from Parks website [www.cityofmadison.com/parks](http://www.cityofmadison.com/parks) or obtained in the Parks Office. ON STAGE PAD

➤ Company installing the structure INTELLASOUND; MATT NEWS TENTS (IF NEEDED)

➤ Do you or the tent installer have insurance to cover the placement of this structure for your event?  Yes  No

Temporary structures, such as tents, staging, trailers, dunk tanks, inflatables, or promotional equipment will only be allowed in a park by obtaining a permit.

This application must be returned to the Park Office no later than 5 days prior to the event.

Today's Date 1/13/14

**PARK EVENT VENDING PERMIT APPLICATION**

FOR OFFICE USE ONLY: Permit # \_\_\_\_\_ Date Submitted \_\_\_\_\_ Vending Permit Type: \_\_\_\_\_ Site: \_\_\_\_\_

**EVENT ORGANIZER INFORMATION**

Name of Group CENTRAL PARK SESSIONS GROUP

Contact Person BOB QUEEN

Address 406 CLEMONS AVE

Work Phone 608-241-7143 Home Phone SAME

Today's Date 1/13/14

A Parks Vending Permit is required for anyone who sells anything in a City Park. (MGO 8.17)

**PRODUCT OR SERVICE SOLD**

Please list every item sold or service provided. Attach an additional list, if necessary.

Food Item 5 FOOD VENDORS + BEER, WINE, SOFT DRINKS  
If selling food, please indicate your Temporary Restaurant License # \_\_\_\_\_

Non-Food Item SLIGHT CHANCE OF T-SHIRTS

Services \_\_\_\_\_

Lessons \_\_\_\_\_

**DETAIL OF VENDOR SET-UP**

Please include what your vending site will contain (tables, tents, electricity, etc.)  
TABLES, TENTS, CHAIRS ON PERIPHERY OF GREAT LAWN; USING ABOVEGROUND ELECTRICITY

**INSURANCE**

All vendors must supply a certificate of insurance for product and premises insurance in the amount of \$1,000,000 in the aggregate naming the City of Madison as 'additional insured.'

Insurance Company \_\_\_\_\_ Insurance Policy No. \_\_\_\_\_

**SIGNATURES**

Vendor Signature Robert Queen Date 1/13/14

Park Division Authorization \_\_\_\_\_ Date \_\_\_\_\_

**PARKS VENDING PERMIT TYPE**

- Daily \$275.00 (NT)
- Annual \$900.00 (NT)
- Special Event Vending Permit (up to 7 vendors) \$840.00 (NT)

✓ \*An Umbrella Permit for a community event may be purchased by the Event Organizer and will cover up to 7 (seven) vendors. The Event Organizer must all cover these 7 vendors under the Event Organization's/Sponsor's insurance.

Date of Event 7/31; 8/27; 8/14 Park CENTRAL PARK



**PARK EVENT MARKETING INFORMATION**

Conditional approval of the event is required before promoting, marketing or advertising the event.

How will this event be marketed, promoted, or advertised? LOCAL MEDIA, POSTERS, STREET SIGNS

Will there be live media coverage during the event and where will the media vehicles be parked? NO

**PARKS DIVISION CALENDAR OF EVENTS**

The City of Madison Parks Division provides a calendar of events on the internet, in a number of publications and at kiosks located throughout downtown. The information from your permit application is considered public and is used in developing the calendars.

Your event will only be included on the calendars if all permits and applications are approved 60 days in advance (for printed form of calendar) and 30 days in advance (for internet calendar) and your event is open to the public. If this section is not filled out, we will assume you do not want to be included on the calendars.

Official Name of Event MADISON'S CENTRAL PARK SESSIONS

Park Location CENTRAL PARK

Public Contact Phone 608-241-7123 Website \_\_\_\_\_

Admission Cost FREE

Date of Event THURS. 7/31, 8/7, 8/14 Beginning/End Time of Event 4:30-10 PM

Two sentence description of event (for internet calendar)  
THREE ONE-DAY MUSIC CONCERT FEATURING THREE BANDS ON CONSECUTIVE THURS. ON SUMMER EVENING

**EQUIPMENT RENTAL**

To assist with your Community event, the Madison Parks Division rents some equipment for use by the Event Organization. The Event Organizer must have the ability to pick up and return all equipment from Park Maintenance Facilities.

**Rented from Parks Division, but picked up by Event Organizer**

- Trash Barrels # \_\_\_\_\_ barrels
- Key to Shelter and Gates - Refundable deposit required

**Rented from Parks Division, dropped off and picked up by Parks Division**

- Dumpsters # \_\_\_\_\_

**Rented from Private Vendors**

- Portable toilets

Vendor Name COUNTRY PLUMBER  
Date or Drop Off DAY OF EVENT

How Many? 12  
Date of Removal NEXT DAY FRIDAY

(Dates must be pre-approved by Parks Maintenance Supervisor.)

## The Central Park Sessions Schedule:

Thursday, July 31<sup>st</sup>-- Pan Africa Night

5:00- 6:00 pm-- Tani Diakite & the AfroFunkstars (Madison/Mali)

6:30- 7:45pm-- Mokoomba (Zimbabwe)

8:30- 10pm --- Jaojoby (Madagascar)

Thursday, August 7<sup>th</sup> -- Blue Moon

5:00- 6:00 pm-- John Primer & Chicago/Madison All-Stars

6:30- 7:45pm-- Paul Cebar Tomorrow Sound (Milwaukee)

8:30- 10pm --- Robert Randolph and the Family Band

Thursday, August 14<sup>th</sup> -- Don't Mess With Texas

5:00- 6:00 pm-- Cris Plata and Extra Hot (San Antonio/ Madison)

6:30- 7:45pm-- Jon Dee Graham (Austin)

8:30- 10pm --- Grupo Fantasma (Austin)

On a typical Central Park Session Thursday the schedule would look something like this:

Noon --- setup volunteers arrive

1 :00 -- Delivery of chairs and tables; portable toilets; ice

Caddy; soft drinks

2:00 -- Stage arrives and is set up on pad; banners are affixed; front of house and monitor sound stations are established; backline instrument truck is pulled in and connected by ramp to stage

2:30 -- Electrical connection from bathroom run to the stage and sound and lighting system

3:00-- Food vendors start arriving; Beer caddies pulled into position; Wine supply is brought and tent is erected

3:30 ---Bands arrive for sound checks if required

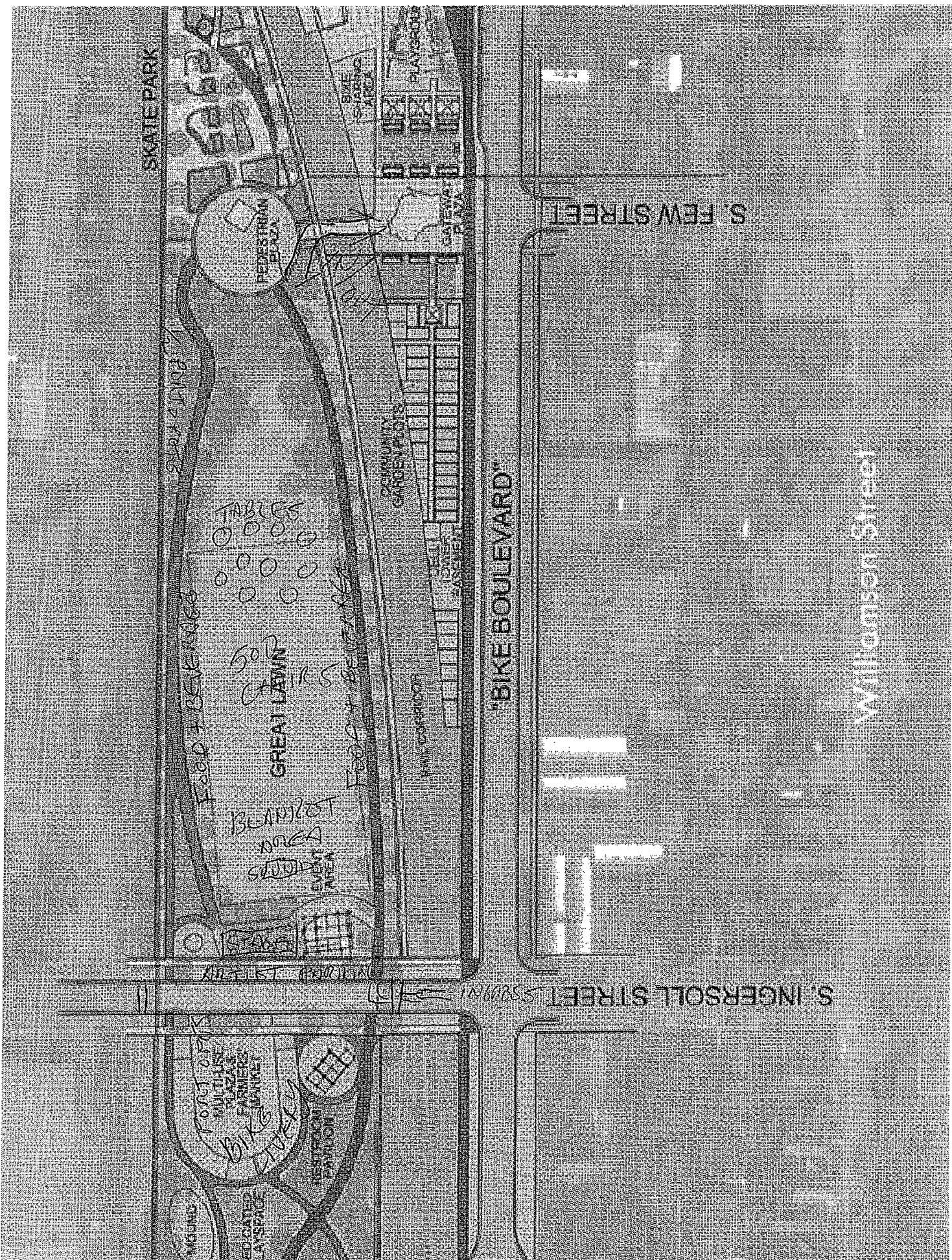
4-5 :00 -- Trash and recycling barrels and bins spread around the park; Bike livery and bike racks are positioned to the North of Rest rooms ; Ingersoll Closed off; Security positioned on entrances to the park; Off-duty officers on site on great lawn.

5-10:pm --Amazing music; food and drink vending

10- 11:00 -- Stage and vendors and beer caddies quietly and orderly depart; trash pickup is ongoing with patron responsibility for trash pickup and chair and table stacking

Friday am -- port-o-pots depart and final sweep for debris.

10am-- should be gone from the park



SKATE PARK

PEDESTRIAN BEACH

TABLES

GREAT LAWN

FOOD + BEVERAGES

BLANKET AREA

FOOD + BEVERAGES

COMMUNITY GARDEN PLOTS

WALK + BICYCLEWAY

PLAYGROUND

BIKE BOULEVARD

S. FEW STREET

S. INGERSOLL STREET

Wilkinson Street

GROUND

EDUCATED LAYSPACE

FRONT YARD MULTIPURPOSE PLAZA & FARMERS MARKET

BIKE RIVER

TELEPHONE KIOSK

#### Notification Requirements:

Alder Rummel was notified of this event at the very outset of the planning process. She has been a strong supporter of the event and Held a community meeting to inform neighbors and solicit input which was overwhelmingly in favor of the event. A support letter from Alder Rummel and other community leaders is included in this packet. Marquette Neighborhood Association Board president has been notified about the event and has given the Sessions his blessing.

The block of Ingersoll St. behind the stage will be closed from Noon until 10:30 pm each Thursday and the permits from this closure will be acquired well within the two week window.

#### Certification of Insurance:

Our certificate of insurance will be on file with the City's Risk Manager.

We will provide a general liability certificate in the amount of \$1,000,000 and we will name the City of Madison and the Parks Division as additional insured. The certificate will be hand delivered to the Risk Manager's office well outside the 30-day window.

## Clean Up and Recycling Plan:

We (core staff) have been doing multiple yearly festivals for 25 years. We have never been anything but exemplary in these 25 years and have always received a returned deposit check after every one of these events. We plan on meeting with parks staff previous to each session.

The Sierra Club has taken the lead in staffing the trash and recycling operation at these events. We put out 35 trash barrels and recycling racks and at such a short, 5 hour event, we don't expect a huge accumulation. We will have a dumpster on site. The Marquette Neighborhood prides itself in being the first group in the city to implement a recycling plan and concert goers are encouraged to and religiously clean up after themselves. Staff will be assigning 2.5 hour shifts and will stay until all trash is removed from the festival grounds.

A City dumpster will be on site.

Greater Williamson Area Business Association (GWABA)

Letter in Support of of Central Park Sessions

March 1, 2014

To Whom it May Concern:

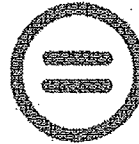
GWABA would like to offer support for the three Central Park Sessions being organized by Bob Queen to be held on Thursday nights this summer. We feel that these events will be a benefit to the neighborhood. In particular, we feel that these events will be good for neighborhood businesses.

We feel that Central Park should be utilized in a way that takes advantage of the unique outdoor concert setting.

GWABA's board is unanimous in support of the Central Park Sessions.

Sincerely,

David Lohrentz  
GWABA President



Urban League of  
Greater Madison

March 17, 2014

To Whom it May Concern:

The Urban League of Greater Madison is proud to be a partner for "Central Park Sessions." This venture is a great opportunity for the City of Madison and for The Urban League of Greater Madison. There is a considerable need to engage communities of color in mainstream events as well as providing opportunities to break down racial barriers.

We believe that an outdoor musical experience such as the one proposed will provide an opportunity for Urban League staff, members, volunteers and supporters to come together with the larger community to spread our mission. While the proposal would allow us to collect a part of the proceeds from soft drink and pizza sales, we also see a great advantage at being able to market our brand at a large scale event that will be attended by people from across Madison.

We thank the team that has put together the proposal, in particular Bob Queen, for considering us as a partner. We also look forward to the establishment of Madison's Central Park as a venue for residents to enjoy for recreation and entertainment.

Count us in for this exciting opportunity!

Sincerely,

Hedi Rudd

Development and Events Manager





**Madison Gas and Electric Company**  
P.O. Box 1231  
Madison, WI 53701-1231  
608-252-7000

your community energy company

March 18, 2014

Subject: Letter of Support for Proposed Central Park Concert Series This Summer

To Whom It May Concern:

Madison Gas and Electric Company (MGE) offers this letter in support of the proposed Central Park Concert Series.

MGE is very supportive of Madison's newest City Park – Central Park! During the 2007-2013 period, we participated in numerous public meetings regarding the creation of Central Park and provided financial support for the creation of a park master plan. We understand the proposed Central Park Concert Series will take place on three consecutive Thursday nights (July 31, August 7, and August 14) from 5:00 p.m. to 10:00 p.m. We further understand each night will have a broad musical theme and will benefit a non-profit organization with citywide scope such as Centro Hispano or the Urban League. We understand that there is a night of African music scheduled and a Latin night planned at this point.

We believe these Thursday evening concerts would be a very appropriate use for this new park space, a fitting celebration for the opening year of the park, and a wonderful means to encourage residents to visit and use the new park. We also believe these concerts are fully within the list and spirit of activities contemplated during the creation of the Central Park Master Plan accepted by the Madison City Council on June 7, 2011.

We have confidence in the Central Park Concert Series Working Group and their ability to coordinate this series. We have previously worked with many key members of this group and know they have extensive experience coordinating similar events in the Madison area.

Sincerely,

David J. Benforado  
Community Services Manager

hb



## Office of the Common Council

Ald. Marsha Rummel, Sixth District

City-County Building, Room 417  
210 Martin Luther King, Jr. Boulevard  
Madison, Wisconsin 53703-3345  
Phone (608) 266-4071  
Fax (608) 267-8669  
[district6@cityofmadison.com](mailto:district6@cityofmadison.com)  
[www.cityofmadison.com/council/district6](http://www.cityofmadison.com/council/district6)

March 17, 2014

Madison Arts Commission  
P.O. Box 2985  
Madison, WI 53701

Dear Arts Commission Members:

I am writing in strong support of The Central Park Sessions application for the Madison Arts Commission Summer Concert Series grant. The Sessions will be held on three consecutive Thursdays beginning on July 31 in the brand new Central Park located in District 6. The organizers have years of experience putting on free neighborhood festivals. They propose to provide a culturally diverse array of music that will feature national/international and regional bands and pair them with local musicians. Funds raised from the sale of food and beverages will support Dane County area nonprofit organizations.

The near eastside is home to many wonderful festivals that draw local and city-wide audiences every summer. This unique proposal will give great exposure to local artists and has the potential to create a successful new tradition and stamp Central Park as a new venue for near eastside arts and creative culture.

I urge you to fund this new effort and thank you for your service.

Respectfully submitted,

A handwritten signature in black ink that reads "Marsha Rummel".

Marsha Rummel  
Alder, Sixth District